

**Abstract of the Invention**

A method and apparatus is disclosed for advancing the sale of vending machine products. The invention enables selling products without revealing the identity of the product. By concealing the identity of the products from a consumer prior to receiving  
5 payment, the present invention promotes the automated sale of perishable, slow-selling and/or less profitable products, to increase the overall profitability of a vending machine. Various embodiments are disclosed, including: predetermined price embodiments in which a vending machine sells one or more mystery products for a predetermined price; consumer-specified price embodiments in which a consumer is allowed to specify a price for one or  
10 more mystery products; and upsell embodiments in which a vending machine offers one or more upsell mystery products in exchange for the amount of change owed to a consumer, or in exchange for an amount of change owed to a consumer plus an additional monetary value.

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